

NMHU Unit Strategic Planning: FY21 Plan
 Unit name: Student Relations (SR)
 VP / Dean / Chair / Director / Lead: Michelle
 Bencomo
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PLAN - Unit Goals / Objectives

Unit	Unit / Department Objective	Purpose of Objective	SP Goal 1	SP Goal 2	SP Goal 3	SP Goal 4	SP Goal 5	Status (New or Ongoing)	Timeframe	Measureable outcomes
SR	Administer prompt responsiveness to current and prospective NMHU students via all communication methods.	To provide students with immediate assistance.	X			X		Ongoing	Continuous	Respond to all inquiries within 24 hours.
SR	Provide follow-up services to current and prospective students to ensure concerns and issues are resolved.	To provide students with the resources and support needed for resolution of concerns.				X		Ongoing	Continuous	Follow-up on select inquiries or concerns within one week of initial contact.
SR	Utilize live chat as a means to provide assistance to students online.	To provide students with another resource of immediate assistance and support.	X			X		Ongoing	Continuous	Be available to students via live chat no less than 30 hours per week.
SR	Maintain and train, Hue, NMHU's chatbot.	To assist students with frequently asked questions, 24/7 .					X	Ongoing	Continuous	Monitor use of Hue weekly and update training monthly.
SR	Maintain the update of Advocate, HU's student management software system, and provide training support to users.	To assist and guide select departments in the successful use of Advocate.					X	Ongoing	Continuous	Ensure all users in Advocate receive one training session per year.

DO - Implement Plan		STUDY - Assessment			ACT - Improve
Action(s)	Budget implication	Status (Met, Ongoing, Stop)	Outcome(s)	Challenge(s)	Improvement(s)
Make responsiveness a top priority in the SR Office.	None				
Record the need for follow-up and track timeframe for resolution.	None				
Actively participate in live chat conversations with users.	University Relations covers cost.				
Access the chatbot system and modify responses as needed.	Cost included with Unified Portal system.				
Attend regular Advocate trainings to keep abreast of new or changing functionality and train others.	Annual fee for Symplicity systems.				